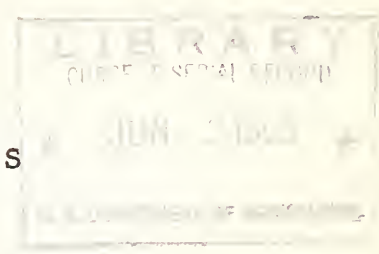


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A286.39
M343H
cop. 2



HOUSEHOLD PURCHASES
OF

BUTTER, CHEESE, NONFAT DRY MILK SOLIDS, AND MARGARINE,

BY
REGIONS AND RETAIL SALES OUTLETS

OCTOBER-DECEMBER 1954

HPD-4

March 1955

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

Agriculture - Washington

PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

CONTENTS

	<u>Page</u>
Summary -----	1-6
Butter -----	
Margarine -----	
Nonfat dry milk solids -----	
Cheese -----	
Tables	
Notes on tables -----	7
1. Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods -----	8
2. Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods -----	9
3. Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods -----	10
4. Margarine: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods -----	11
5. Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and average size of purchase, U. S. 13-week periods -----	12
6. Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by re- gions, 13-week periods -----	13-14
7. Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods -----	15
8. Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of pur- chase, by types, U. S., 13-week periods -----	16-17

9. Cheese: Quantity purchased by households, by types, by regions, 13-week periods -----	18-19
10. Cheese: Average size of purchase by households, by types, by regions, 13-week periods -----	20-21
11. Cheese: Household purchases per 1,000 capita, by types, by regions, 13-week periods -----	22-23
12. Cheese: Average price paid per unit by households, by types, by regions, 13-week periods -----	24-25
13. Cheese: Quantity purchased by households, by types, by retail sales outlet, 13-week periods -----	26-27
14. Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods -----	28-29
15. Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods -----	30-31

HOUSEHOLD PURCHASES OF BUTTER, CHEESE,
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, OCTOBER-DECEMBER 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders bought more butter, margarine, nonfat dry milk solids and natural cheese during October-December 1954 than in the preceding three-month period. Purchases of processed cheese and cottage cheese during the last quarter of 1954 declined somewhat from the July-September levels.

Householders in all regions reported increases during October-December 1954 in quantities purchased and per capita purchase rates for butter and margarine, compared with July-September. These increases resulted mainly from a rise in the percentage of families buying these products. Regional purchase and price patterns observed for butter and margarine in the April-June 1954 and July-September 1954 periods were repeated during the last 3-month period of 1954. Householders in the North Central States reported buying more butter per capita in October-December than those in any other major geographic area, while household purchases of margarine per capita were highest in the Pacific Coast States. Southern householders again reported relatively low per capita rates for butter and margarine, particularly butter.

All regions reported larger household purchases per capita of nonfat dry milk solids in the October-December period than in July-September. These larger per capita purchases were associated with an appreciable increase in the percentage of all families buying during the October-December period. Per capita purchases of nonfat dry milk solids were reported highest in the Pacific Coast States during the last 3 months of 1954. In April-June and July-September, the per capita rate reported by Mountain-Southwest householders had equaled or exceeded that of the Pacific Coast States.

Regional changes in household purchases per capita for the several types of natural cheese were upward from July-September to October-December 1954. On the other hand, changes by regions for processed cheese during October-December from the preceding 3 months were generally downward. Cottage cheese purchases per capita for household use were reported lower in each region than in July-September. Per capita household purchases of natural American cheese in the Pacific Coast States were again reported the highest in the Nation. The Northeastern States continued to account for the largest purchases of other types of natural cheese.

The increase in purchases of butter and margarine during October-December 1954 was reflected fairly equally in larger purchases in the various retail sales outlets. Appreciable amounts of butter--over 15 percent of the total--were again reported as bought from home delivery men or through "other" outlets. Cottage cheese was the only other product covered in this report which was reported bought in large quantities delivered at the home.

Consumers in this survey reported paying less for butter, margarine, cheese, and nonfat dry milk solids in chain stores--particularly the national chains--than in independent groceries or "all other" outlets. Cottage cheese prices to householders were reported nearly the same regardless of retail outlet.

BUTTER

American householders reported buying an estimated total of 214 million pounds of butter during the 13-week period October-December 1954, about 15 percent more than in the second and third quarters. It was estimated that household purchases of butter during the October-December period were just over 60 percent of total domestic civilian disappearance of creamery butter in the same period. During calendar year 1954, the U. S. Department of Agriculture estimated that total domestic civilian disappearance of butter, including donations for domestic distribution, was 1,449 million pounds, including 1,234 million pounds of creamery butter and 215 million pounds of farm churned butter.

All regions reported larger per capita household purchases of butter during October-December than in the preceding quarter. These increases were over 10 percent for all regions except the Pacific. The rate of purchase during October-December is evidently associated with an increase in percentage of all families buying, as indicated by the monthly reports in this series for the United States as a whole. The average size of purchase by householders was reported slightly upward in the North Central and Southern States, downward in the Mountain-Southwest and Pacific, and the same in the Northeastern region. It should also be noted that this increased rate of purchase during the last 3 months of 1954 occurred even though average prices to consumers were somewhat higher than in the preceding quarter (table 1).

Householders in the North Central States, followed closely by Northeastern householders, purchased more butter per capita in the October-December period than those in other regions. Butter purchases per capita in the Southern and Mountain-Southwest households were reported only 30 and 40 percent respectively of the United States average.

Although householders reported making larger purchases through all retail outlets in October-December than in July-September, the gain was somewhat more pronounced in the regional and local chain outlet and through independent groceries. Prices were reported higher in all outlets in October-December than in the preceding 3 months, with the chain stores showing a bigger jump than independent and other retail outlets (table 2).

Butter purchases by householders in the quarter ending December 1954 were divided as follows by type of retail sales outlet: 48 percent in chain stores; 35 percent in independent grocery stores; and 17 percent in the house-to-house and "other" outlets. Average prices paid for butter were reported somewhat lower in chain stores than in other outlets, but average size of purchase was reported higher in outlets other than chain stores.

MARGARINE

Margarine purchases by United States householders in the 13-week period October-December 1954 were reported at 331 million pounds, up over 20 percent from the previous quarter. Household purchases of margarine during October-December were estimated to be just over 90 percent of total margarine disappearance compared with slightly under 90 percent in the April-June and July-September periods. Total domestic civilian disappearance of margarine in calendar year 1954, in all channels, household and nonhousehold, was estimated at 1,355 million pounds.

Per capita purchases of margarine by householders during October-December were reported higher in all regions than in the preceding 3-month period. As was the case for butter, monthly data indicated that this pick-up in purchases for margarine was associated with an increase in the percentage of families buying. All regions reported an increase in the average size of purchase of margarine during October-December compared with July-September. In addition, average prices for margarine were reported lower in all regions during October-December 1954 (table 3).

The Pacific Coast States again reported the highest per capita household rate of purchases for margarine. Regional differences in reported per capita purchase rates for margarine were much less marked than those for butter.

The gain in household purchases of margarine during October-December compared with July-September was reflected about equally through the 3 major sales outlets. About 60 percent of all margarine purchases for household use in October-December 1954 were made in national, regional and local chain stores, with most of the remainder made through independent grocery stores.

Prices paid for margarine were reported lower in the major retail sales outlets than in the preceding 3-month period, with the drop somewhat more in chain stores than in independent groceries. Consumers reported average prices for margarine were 3 to 5 cents less in chain stores than in other retail outlets. This price difference was more marked in October-December than in the preceding quarter (table 4).

NONFAT DRY MILK SOLIDS

All regions reported increased per capita purchases of nonfat dry milk solids for household use during October-December 1954 compared with the preceding 3-month period. Contributing most to this increase were significant

gains in the percentage of families buying nonfat dry milk solids. By regions, the percentage of all families buying nonfat dry milk solids during October-December 1954 ranged from 16 percent in the North Central States to 24 percent in the Southern States. Particularly noticeable was a gain of 5 percentage points from the preceding quarter in the percentage of families buying nonfat dry milk solids in the North Central region and Mountain-Southwest area. However, although the percentage of families buying showed a gain by regions, the average size of purchases and frequency of purchase per buying family were reported generally lower by regions than in the preceding quarter. Consumer prices for nonfat dry milk solids were up 2 to 4 cents per pound in all regions.

Per capita household purchases of nonfat dry milk solids in the October-December period were reported highest in the Pacific Coast States and above the United States average in the South and Mountain-Southwest areas. Per capita purchases by families in the Northeastern States were at a rate just under the United States average, while householders in the North Central States reported per capita purchases 40 percent less than the United States average. Prices for nonfat dry milk solids in October-December were somewhat lower in the Northeast and Pacific Coast States than in other parts of the country (table 6).

Household purchases of nonfat dry milk solids in regional and local chain outlets were up considerably during October-December compared with July-September. Consumers reported paying lower prices for nonfat dry milk solids and buying more per purchase in national chain stores during the 3-month period ending December 1954. Purchases through each of the 3 major retail sales outlets for nonfat dry milk solids showed a decline in average size and an increase in average price for nonfat dry milk solids during October-December, but the indicated changes were greatest in the independent grocery store outlet (table 7).

CHEESE

Total household purchases of natural and processed cheese during October-December 1954 were estimated at 165 million pounds (purchased weight basis), up about 10 million pounds from the July-September period. Natural cheese purchases for household use were reported up 13 million pounds, but processed cheese purchases declined 3 million pounds from the third quarter. Total natural and processed cheese purchases during October-December were made up by about 55 percent natural cheese and 45 percent processed cheese, compared with an equal division of household purchases during the April-June and July-September 1954 months. Cottage cheese purchases, not included in the above totals, were estimated at 102.5 million pounds in October-December, almost 5 million pounds less than in the preceding 3-month period.

The estimated percentage of all United States families buying each type of natural cheese during the last 3 months of 1954 ranged from 14 percent buying Swiss to 45 percent buying American cheese. A larger percentage of families bought each type of natural cheese during October-December than in July-September,

the most notable gain occurring for cream cheese. For the processed cheese types, the percentage ranged from 19 percent buying cheese foods to 37 percent buying processed cheese during the October-December period. The estimated percentage of all United States families buying processed cheese and cheese foods dropped during the October-December period, while the percentage buying cheese spreads increased. About 50 percent of all families reported buying cottage cheese in the 3-month period ending December 1954, a decline from the 53-54 percent buying cottage cheese during July-September and April-June 1954 (table 8).

During October-December, household purchases per capita of natural American cheese--the type most commonly sold--were reported higher for all regions than in the July-September period. The increases were somewhat larger in the Northeast and in the South than in other regions. For the other natural types of cheese, excluding American, changes by regions in the per capita purchase rate from July-September to October-December were generally upward. Householders reported little change by regions in prices paid for natural cheese and in average size of quantity purchased.

During October-December, purchase rates for processed cheese and cheese foods were lower in all regions than in July-September except for the somewhat higher rate reported for cheese foods in the Pacific Coast States. For the processed cheese spreads, per capita household purchase rates were reported higher in October-December than in the preceding quarter in the Northeast, North Central States, and the South, but somewhat lower in the Mountain-Southwest and Pacific areas.

Per capita purchase rates for cottage cheese were lower in all regions than in July-September. The declines were much sharper in the South and the Mountain-Southwest and Pacific States than in other areas.

Pacific Coast householders again reported much higher purchase rates per capita for natural American and cottage cheese than did consumers in other regions. The Northeast continued to report significantly higher purchase rates for natural Swiss, cream, and "other" varieties. Southern householders during October-December 1954 again reported relatively low per capita purchases of the several processed cheese types (table 11).

By type of retail sales outlet, consumers reported the largest gain in purchases of natural American cheese during October-December 1954 was through regional and local chains. The pick-up in purchases of natural Swiss cheese during the 3 months ending December 1954 apparently took place mostly through increased sales in national chain stores. A big part of the larger purchases of natural cream cheese during the October-December period occurred through independent grocery stores, while the chain stores were reported as a more popular outlet during this period. All outlets reported larger purchases of "other" varieties of natural cheese during October-December. The largest gain occurred in purchases through independent grocery stores, probably reflecting the importance of specialty stores for this category. Although household purchases of processed cheese declined during the October-December period, purchases through regional and local chains were somewhat higher.

Over one-third of all cheese purchases by householders during the October-December period of 1954 were made through independent grocery stores. Most of the remainder of cheese purchases for household use were made in chain stores, although householders bought some small amounts of natural and processed cheese in "all other" outlets and fairly substantial amounts of cottage cheese in the house-to-house outlet (table 13).

Householders in this survey reported during October-December 1954 that average prices paid for the natural and processed cheese types were generally much lower in the chain stores than in the independent grocery stores. Prices paid for the various types of cheese during October-December in the different outlets were about the same as those paid during July-September. Consumer prices for cottage cheese were reported almost the same in all types of retail outlets and were relatively stable over the April-December 1954 months (table 15).

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional reports cover areas defined as follows:

- (1) Northeast -- New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central -- Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South -- Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain -- Eight Mountain States and Texas and Oklahoma.
- (5) Pacific -- Washington, Oregon, and California.

The approximate United States population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets for quarterly reports are defined as follows:

- (1) National chains -- A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains -- those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries -- independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house -- purchases from milkman or other wagon salesmen.
- (5) Other -- purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	185.4	71.4	75.6	12.6	7.5	18.3
July-Sept.	187.4	71.1	77.5	12.5	7.5	18.8
Oct.-Dec.	214.0	79.6	90.1	14.8	9.0	20.5
Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	66.1	67.7	64.1	69.1	69.1	65.1
July-Sept.	66.1	67.7	64.1	69.2	69.2	64.7
Oct.-Dec.	68.4	70.1	66.5	70.9	71.3	66.9
Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.09	1.00	1.25	0.84	1.07	1.05
July-Sept.	1.09	1.00	1.25	.85	1.05	1.04
Oct.-Dec.	1.10	1.00	1.28	.87	1.04	1.02
Purchases per 1,000 capita						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,174	1,669	1,679	333	461	1,150
July-Sept.	1,178	1,635	1,715	332	445	1,189
Oct.-Dec.	1,335	1,819	1,961	389	538	1,299

National Consumer Panel of Market Research Corporation of America.

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	274.4	76.2	73.4	53.8	32.8	38.2
July-Sept.	268.4	75.3	71.3	53.9	31.3	36.6
Oct.-Dec.	331.1	91.4	88.3	67.6	40.3	43.5
	Average price paid per pound					
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	26.4	27.4	27.2	26.1	25.7	24.1
July-Sept.	26.9	28.1	27.9	26.5	25.8	24.0
Oct.-Dec.	25.8	26.8	26.7	25.6	24.7	23.3
	Average size of purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.45	1.43	1.43	1.31	1.42	1.68
July-Sept.	1.44	1.43	1.43	1.29	1.39	1.70
Oct.-Dec.	1.49	1.50	1.47	1.34	1.43	1.77
	Purchases per 1,000 capita					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,737	1,783	1,629	1,418	2,011	2,398
July-Sept.	1,687	1,732	1,576	1,425	1,864	2,318
Oct.-Dec.	2,066	2,089	1,923	1,775	2,409	2,755

National Consumer Panel of Market Research Corporation of America.

Table 4.--Margarine: Household purchases, average price per pound,
and average size of purchase, United States
by type of retail outlet, 13-week periods

		Total quantity purchased						
Year and quarter	:	National chains	:	Regional and local chains	:	Independent groceries	:	All other outlets
	:	<u>Million pounds</u>	:	<u>Million pounds</u>	:	<u>Million pounds</u>	:	<u>Million pounds</u>
1954	:		:		:		:	
Apr.-June	:	77.3	:	82.2	:	106.7	:	8.2
July-Sept.	:	74.8	:	81.5	:	104.4	:	7.7
Oct.-Dec.	:	92.8	:	103.9	:	125.9	:	<u>1/</u> 8.5
	:		:		:		:	
	:		:		:		:	
	:	Average price paid per pound						
	:		:		:		:	
	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>
1954	:		:		:		:	
Apr.-June	:	24.8	:	25.5	:	28.1	:	29.3
July-Sept.	:	25.1	:	26.0	:	28.6	:	28.8
Oct.-Dec.	:	23.8	:	24.9	:	27.9	:	28.7
	:		:		:		:	
	:		:		:		:	
	:	Average size of purchase						
	:		:		:		:	
	:	<u>Pounds</u>	:	<u>Pounds</u>	:	<u>Pounds</u>	:	<u>Pounds</u>
1954	:		:		:		:	
Apr.-June	:	1.54	:	1.45	:	1.39	:	1.42
July-Sept.	:	1.54	:	1.45	:	1.37	:	1.35
Oct.-Dec.	:	1.60	:	1.51	:	1.41	:	1.39
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	

1/ Includes house-to-house purchases of 2.0 million pounds.

National Consumer Panel of Market Research Corporation of America.

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

		Total quantity purchased				
Year and quarter		Northeast	North Central	South	Mountain-Southwest	Pacific
		1,000	1,000	1,000	1,000	1,000
		<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
1954						
Apr.-June		8,300	6,100	10,190	5,230	4,330
July-Sept.		7,990	5,260	9,330	4,540	4,280
Oct.-Dec.		8,940	5,860	9,670	4,890	4,940
Average price per pound for all purchases						
		<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954						
Apr.-June		35.9	38.2	38.7	38.4	36.9
July-Sept.		35.0	35.7	37.0	37.2	36.3
Oct.-Dec.		37.7	40.0	39.3	39.3	38.4
Average price per actual 1-pound unit purchases						
		<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954						
Apr.-June		34.4	35.5	36.6	37.3	37.4
July-Sept.		32.8	33.3	35.0	35.8	35.5
Oct.-Dec.		34.3	35.7	35.5	36.3	37.8

Continued

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Total quantity purchased								
Year and quarter	:	National chains	:	Regional and local chains	:	Independent groceries	:	All other outlets
	:	1,000	:	1,000	:	1,000	:	1,000
	:	<u>pounds</u>	:	<u>pounds</u>	:	<u>pounds</u>	:	<u>pounds</u>
1954	:		:		:		:	
Apr.-June	:	11,600	:	10,240	:	11,110	:	1,220
July-Sept.	:	11,280	:	8,730	:	10,170	:	1,220
Oct.-Dec.	:	11,940	:	10,700	:	10,500	:	1,160
	:		:		:		:	
	:	Average size of purchase						
	:	<u>Ounces</u>	:	<u>Ounces</u>	:	<u>Ounces</u>	:	<u>Ounces</u>
1954	:		:		:		:	
Apr.-June	:	24.8	:	20.4	:	19.5	:	25.4
July-Sept.	:	25.9	:	21.6	:	21.4	:	23.4
Oct.-Dec.	:	24.5	:	19.3	:	18.2	:	22.1
	:		:		:		:	
	:	Average price per pound for all purchases						
	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>
1954	:		:		:		:	
Apr.-June	:	34.2	:	38.4	:	40.3	:	40.0
July-Sept.	:	33.2	:	36.4	:	38.9	:	39.4
Oct.-Dec.	:	35.5	:	39.4	:	42.3	:	37.8
	:		:		:		:	
	:	Average price per actual 1-pound unit purchases						
	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>
1954	:		:		:		:	
Apr.-June	:	32.7	:	36.8	:	39.3	:	39.9
July-Sept.	:	31.9	:	34.9	:	36.6	:	39.9
Oct.-Dec.	:	32.9	:	36.7	:	38.1	:	39.0
	:		:		:		:	

National Consumer Panel of Market Research Corporation of America.

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

[illegible]

Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Percentage of all families buying								
Year and quarter	Natural				Processed			Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
1954								
Apr.-June	42.6	14.5	23.9	17.7	40.7	25.2	28.0	54.5
July-Sept.	42.1	13.4	20.6	15.9	39.0	22.6	25.5	52.6
Oct.-Dec.	45.0	14.1	26.2	18.8	36.9	18.8	28.6	49.9
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
1954								
Apr.-June	3.04	2.32	2.51	2.01	2.78	1.93	1.93	4.71
July-Sept.	3.12	2.42	2.31	2.14	2.81	1.81	1.93	4.44
Oct.-Dec.	3.03	2.51	2.57	2.32	2.65	1.70	1.99	4.31
Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954								
Apr.-June	13.3	9.9	5.6	9.6	10.9	22.7	12.2	15.8
July-Sept.	13.2	10.3	5.5	9.0	10.8	22.3	13.2	15.8
Oct.-Dec.	13.4	10.4	6.1	9.3	10.8	23.2	13.3	15.8

National Consumer Panel of Market Research Corporation of America.

Table 9.--Cheese: Quantity purchased by households, by types, by regions,
13-week periods

[illegible]

Continued

Table 9.--Cheese: Quantity purchased by households, by types, by regions,
13-week periods--Continued[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 10.--Cheese: Average size of purchase by households, by types, by regions, 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

[illegible]

Continued

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions,
13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 12.--Cheese: Average price paid per unit by households, by types, by regions, 13-week periods

[illegible]

Continued

Table 12.--Cheese: Average price paid per unit by households, by types, by regions, 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

[illegible]

Continued

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods--Continued[illegible]

1/ Too few purchases reported for analysis.

2/ Includes house-to-house purchases of 14.2 million pounds.

National Consumer Panel of Market Research Corporation of America.

Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods

[illegible]

Continued

Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese foods and spreads)				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	Ounces	Ounces	Ounces	Ounces
1954				
Apr.-June	10.7	10.0	11.3	20.4
July-Sept.	10.7	10.2	11.1	17.4
Oct.-Dec.	10.1	10.4	11.3	17.2
Processed cheese foods				
1954				
Apr.-June	24.7	22.3	21.4	1/
July-Sept.	23.9	21.9	21.2	1/
Oct.-Dec.	23.9	23.2	22.4	1/
Processed cheese spreads				
1954				
Apr.-June	11.4	12.8	12.1	1/
July-Sept.	12.6	13.3	13.5	1/
Oct.-Dec.	12.7	12.8	14.0	14.1
Cottage cheese				
1954				
Apr.-June	15.5	15.5	15.9	16.4
July-Sept.	15.9	15.6	15.8	16.1
Oct.-Dec.	15.8	15.7	15.8	16.1

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 15.--Cheese: Average price paid per unit by households, by types,
by retail sales outlet, 13-week periods

Natural American - per pound								
Year and quarter	:	National chains	:	Regional and local chains	:	Independent groceries	:	All other outlets
	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>
1954	:		:		:		:	
Apr.-June	:	58.2	:	62.9	:	66.5	:	57.3
July-Sept.	:	58.5	:	61.9	:	66.0	:	60.7
Oct.-Dec.	:	58.5	:	61.9	:	66.5	:	59.8
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:					

Continued

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese foods and spreads) - per pound					
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets	
	Cents	Cents	Cents	Cents	
1954					
Apr.-June	57.1	60.9	64.5	51.2	
July-Sept.	57.2	60.4	64.2	54.2	
Oct.-Dec.	58.8	61.3	64.2	55.4	
Processed cheese foods - per pound					
1954					
Apr.-June	42.4	45.9	50.4	1/	
July-Sept.	43.0	45.4	50.0	1/	
Oct.-Dec.	42.7	44.6	48.9	1/	
Processed cheese spreads - per pound					
1954					
Apr.-June	56.6	52.2	55.2	1/	
July-Sept.	53.3	50.8	53.6	1/	
Oct.-Dec.	52.7	53.3	54.4	64.1	
Cottage cheese - per 12 ounce					
1954					
Apr.-June	21.0	20.9	21.4	21.4	
July-Sept.	21.0	20.4	21.4	21.4	
Oct.-Dec.	21.1	21.0	21.7	21.2	

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

